

C.R.C.

**COLLEGE RADIO
CORPORATION**

545 FIFTH AVENUE • NEW YORK 17, N. Y. • T-1-1-1

AIR FORCE POSTERS WILL FOLLOW IN A FEW DAYS !

that in this case there is an excellent possibility that the AIR FORCE will buy time on COLLEGE RADIO in the near future if COLLEGE RADIO can "prove itself" promotion-wise.

Commercial radio and television stations and networks throughout the country give a great deal of free time to the AIR FORCE every year. Consequently, if the AIR FORCE buys time on any one station or group of stations, they endanger their position with the many givers of free time.

Last year, when the AIR FORCE did buy time on COLLEGE RADIO, they received many complaints from commercial stations that were giving their time as a public service. Since the AIR FORCE did not request or receive any "extra" promotional activities from college stations last year, they could not wholly justify their expenditure.

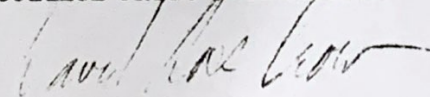
It is felt that if the AIR FORCE were able to show positive proof, such as letters and reports from stations, showing that COLLEGE RADIO could provide a great deal more than just radio time that they could answer the complaints of commercial stations and again buy time on COLLEGE RADIO.

We, therefore, request your cooperation in this and ask you to do as much as is reasonably possible. Please complete and return to us the report of spot announcements; send in the report of poster placement and other activities; and please write us a letter on your station's letterhead covering your campaign. Please send this material to us by the end of May so that it will be included in an overall report that will be submitted to the AIR FORCE and to its advertising agency.

Thank you for your cooperation. We are sure that it will be beneficial to all.

Very truly yours,

COLLEGE RADIO CORPORATION



David Ross Crow
Sales Dept.

C.R.C.

**COLLEGE RADIO
CORPORATION**

545 FIFTH AVENUE • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6865

April 20, 1954

Manager
College Radio Station

Dear Sir:

Enclosed herewith is the AIR FORCE material that we advised you would be sent. As we explained in a memorandum to you on this matter, we do not believe, ordinarily, in asking you to give free time for anyone, but we feel that in this case there is an excellent possibility that the AIR FORCE will buy time on COLLEGE RADIO in the near future if COLLEGE RADIO can "prove itself" promotion-wise.

Commercial radio and television stations and networks throughout the country give a great deal of free time to the AIR FORCE every year. Consequently, if the AIR FORCE buys time on any one station or group of stations, they endanger their position with the many givers of free time.

Last year, when the AIR FORCE did buy time on COLLEGE RADIO, they received many complaints from commercial stations that were giving their time as a public service. Since the AIR FORCE did not request or receive any "extra" promotional activities from college stations last year, they could not wholly justify their expenditure.

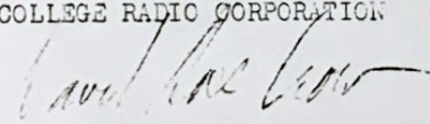
It is felt that if the AIR FORCE were able to show positive proof, such as letters and reports from stations, showing that COLLEGE RADIO could provide a great deal more than just radio time that they could answer the complaints of commercial stations and again buy time on COLLEGE RADIO.

We, therefore, request your cooperation in this and ask you to do as much as is reasonably possible. Please complete and return to us the report of spot announcements; send in the report of poster placement and other activities; and please write us a letter on your station's letterhead covering your campaign. Please send this material to us by the end of May so that it will be included in an overall report that will be submitted to the AIR FORCE and to its advertising agency.

Thank you for your cooperation. We are sure that it will be beneficial to all.

Very truly yours,

COLLEGE RADIO CORPORATION


David Ross Crow
Sales Dept.

COLLEGE RADIO CORPORATION

Main Office — Box 1982, Columbus 16, Ohio
Sales Office — 545 Fifth Avenue, New York 17, N. Y.

Telephone Worthington 2-5394
Telephone MUrray Hill 7-6865

(1)

College men ! You can be the quarterback on the Air Force team. Train as an Aircraft Observer...you'll learn radar, navigation, bombardment, and flight engineering...and graduate as an Air Force lieutenant earning over \$5000 a year. Serve as the eyes, ears, and brains of America's first flying team !

(2)

Men ! Lead a life of high adventure as a jet pilot in the U. S. Air Force. If you can qualify for Aviation Cadet training...You'll learn everything about jets. You'll graduate as an Air Force lieutenant and earn more than \$5000 a year. Adventure...Security...Good pay...All these are yours in the Air Force--as a jet pilot.

(3)

College men ! There's a future for you in Air Force blue as a jet pilot. As an Aviation Cadet you get the world's best jet training. You graduate as an Air Force lieutenant earning more than \$5000 a year. There are jobs waiting for you in the Air Force.

(4)

College men ! You can learn navigation, bombardment, radar, and flight engineering...win the Wings of an Air Force lieutenant...and earn over \$5000 a year...as an Aircraft Observer. Be the quarterback of America's first flying team...Be an Aircraft Observer !

(5)

College men ! You can learn jet flying with the world's most select flying team...as an Airforce Aviation Cadet. Your blue officer's uniform and silver pilots wings will mark you as a leader in the jet age. And you'll earn over \$5000 a year.

(The following announcement can be added to any of the others when a redruiting team is on campus.)

An Aviation Cadet Selection Team headed by _____ is on campus with information on top careers in the Air Force. Their headquarters are at _____, and they will remain for _____ days. See them for further details.

Notary Public

Radio Station_____

School_____

City & State_____

This is a report of promotional activities carried out by this radio station for the U. S. AIR FORCE.

- 1) Posters supplied to us by the AIR FORCE were displayed on our campus at the following locations:

- 2) _____ A member of an AIR FORCE Selection Team visited our station.
(Yes or no)

_____ We interviewed AIR FORCE Selection Team personnel over
(Yes or no) the facilities of our station. A summary of this interview follows:

Signed_____

Radio Station_____

Date_____